

Exults to Host Masters of Legal Marketing for Law Firm Leaders at Seminole Hard Rock Hollywood

The exclusive two-day event will focus on intake refinement, marketing alignment and the strategies that drive better conversions and sustainable firm growth.

HOLLYWOOD, FL, UNITED STATES, September 24, 2026 /EINPresswire.com/ -- [Exults](#), a leading

law firm marketing agency, will host [Masters of Legal Marketing: Intake & Marketing Refinement](#), an exclusive two-day experience for law firm owners, managing partners, and C-level executives, on November 5–6 at Seminole Hard Rock Hotel & Casino in Hollywood, Florida.

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Zach Hoffman

Hosted by Exults in celebration of its 20th anniversary, Masters of Legal Marketing is designed for law firms focused on improving the systems behind better cases, better conversions, and better growth. The event will bring together legal marketers, firm owners, and industry

innovators for focused discussions around intake optimization, marketing alignment, case quality, performance data, and real-world execution strategies.

“The goal is to help law firm leaders take a closer look at the systems behind their growth and identify where better strategy and execution can lead to better cases and better results,” said [Zach Hoffman](#), Founder, President & CEO of Exults. “Marketing does not operate in isolation. Intake, follow-up, data, case quality, and execution all have to work together if a firm wants to grow effectively.”

The experience begins on Thursday, November 5, with a welcome reception from 6:00 PM to 8:00 PM at Seminole Hard Rock Hollywood, giving attendees the opportunity to connect with legal marketers, law firm leaders, and industry professionals in a relaxed setting. An optional live performance by Rush will follow at 8:00 PM.

On Friday, November 6, attendees will take part in a full-day deep dive from 9:00 AM to 5:00 PM in the Salon Ballroom at The Guitar Hotel at Seminole Hard Rock Hotel & Casino Hollywood.

Masters of Legal Marketing is built around actionable insights, not theory, giving law firm leaders practical strategies they can evaluate and apply within their own organizations.

The program will focus on intake optimization and conversion strategy, multi-channel marketing alignment, scaling case quality rather than simply increasing lead volume, and real-world campaigns, data, and execution frameworks.

A central focus of the event will be improving the connection between marketing and intake. While generating leads remains an important part of law firm growth, the ability to effectively evaluate, follow up with, and convert qualified prospects can have a significant impact on overall performance.

Attendees will also examine how firms can better align campaigns, messaging, intake processes, follow-up, and performance measurement around a unified growth strategy.

Masters of Legal Marketing will feature speakers and panelists with experience in legal marketing, direct response marketing, and large-scale call center operations. Featured participants include Zach Hoffman, Founder, President & CEO of Exults; Mario Cordon, CMO of Global Direct Response Call Centers, with experience managing more than \$100+ million in direct response marketing budgets; and Jason Ruddock, a call center operations leader whose experience includes Visa and Sandals Resorts.

Additional speakers and panelists will be announced ahead of the event.

Masters of Legal Marketing is designed for law firm decision-makers responsible for growth, client acquisition, marketing performance, intake, case quality, and operational execution.

Attendance is limited, allowing the event to maintain a focused, high-impact setting for law firm leaders. The event is also designed to be spouse- and family-friendly.

Law firm owners, managing partners, and C-level executives interested in attending can reserve their spot or request additional information at MastersOfLegalMarketing.com.

About Exults

Exults is a full-service law firm marketing agency specializing in AIO, SEO, PPC advertising, social media management, website development, and branding. With two decades of experience, Exults has earned a reputation for delivering customized, data-driven marketing solutions that help businesses maximize online visibility, increasing cases and leads, helping achieve sustainable and predictable growth for law firms. By staying at the forefront of trends and leveraging the latest marketing technologies, Exults continues to set the standard for high-performance law firm marketing strategies that drive results.

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